CHPA Women’s Leadership Forum

Mission
The CHPA Women’s Leadership Forum seeks to foster opportunities for education, networking, and professional growth to empower women in the consumer healthcare industry.

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Thank you!

Susan B. Levy
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Welcome new WLF Co-chairs!

Lisa D. Paley
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THE NEW NORMAL

Shifting from WHAT IS to WHAT’S NEXT
THE NEW NORMAL: Shifting from WHAT IS to WHAT’S NEXT

► The world right now.
► Uncertainty on multiple levels – personal, professionally and more.
► Tools and information:
  ► Gain clarity
  ► Understand neuroscience
  ► Reframe the situation
  ► Build Resilience
  ► How can we practice Self-Compassion
Poll 1: On a scale of 1 to 4 – How are you feeling today?

1. You’re feeling anxious or uncertain about the future

4. You’re optimistic and feeling good about the future

What number are you today?
The Present State
A Unique Situation
Poll 2: What is your greatest concern? (personal) Pick one

- My health
- Health of others/family
- Job security
- Missing milestone event
- Economy
- Personal finances
- Balancing life/work
Our hardwiring – How does our brain work?

Prefrontal Cortex
Limbic Brain
Amygdala
Uncertainty Levels

- Regular Daily Living (Level 0)
- Alert increased Low Alarm (Level 1)
- Higher alert Mid-level Alarm (Level 2)
- Alarm Bells Going Off (Level 3)
Poll 3: What is your greatest concern? (Prof) Pick one

- Working virtually as a team
- Being an effective communicator
- Influencing, motivating and leading others
- Company strategy/future
- Job security
- Time management
- Balancing life/work
What holds us back when we’re stressed or overwhelmed?

FEAR
Resilience is critical

Overcoming Adversity

Catastrophic    Everyday Disruption
Successful People

Resilience is a practiced art
Resilience Framework

1. Don’t be concerned about the past or worried about the future. **Focus on the present.**

2. Accept what you can control and what you can’t.

3. Perceive obstacles and challenges as opportunities. Reframe the situation.

4. Live with gratitude.
What’s next
WHAT CAN YOU CONTROL RIGHT NOW
What can you control?

**CAN CONTROL**
- How much I worry
- Sleep
- Exercise
- Time watching the news
- Who you talk to
- What you eat
- How I spend money

**CAN INFLUENCE**
- Masks
- Environment
- Loved ones’ reaction
- Mindset/Action

**CAN'T CONTROL**
- Social Distance Rules
- Economy
- Quarantine
- TP Shortage
- Coronavirus
- The CDC
- School Closures
## Leadership Impact Continuum

<table>
<thead>
<tr>
<th>Underreact</th>
<th>Adaptive</th>
<th>Overreact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncertain</td>
<td>Focused</td>
<td>Emotional</td>
</tr>
<tr>
<td>Wait and See</td>
<td>Emotionally Self-Aware</td>
<td>Overwhelmed</td>
</tr>
<tr>
<td>Dismissive</td>
<td>Opportunity Driven</td>
<td>Creating Panic</td>
</tr>
<tr>
<td>Uncommunicative</td>
<td>Strategic (long term)</td>
<td>Disorganized</td>
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<tr>
<td></td>
<td>Reality Testing</td>
<td></td>
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</tbody>
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Crisis Leadership vs. Crisis Management

Guided by principles and values
Sense Making
Decision Making
Intuitive Communication
Contextual Understanding
High Emotional Intelligence

Guided by protocols
Executes standardized methods
Effective implementation

BOTH DO THE RIGHT THING!
Adaptive Leadership

Helping individuals and organizations thrive by adapting to real-time changing environments.

Certainty

Autonomy

Relatedness

ADAPTIVE LEADER
Certainty

- Communication
- Knowledge
- Engagement
- Dependability

ADAPTIVE LEADER

Certainty

Autonomy

Relatedness
Relatedness

- Connections
- Empathy
- Mindset
- Goals
Autonomy

- Choice
- Empowerment
- Wins
- Trust

Certainty

ADAPTIVE LEADER

Autonomy

Relatedness
What will the future look like?  

No One Knows

Phase 1: Uncertainty, Turbulence

Phase 2: Re-Set Back to .....  
• Back to work protocol  
• Risk – Operating, Reputational  
• Capital allocation  
• Customer retention  
• Virtual leadership  
• Policy changes

Phase 3: Growth  
• Retain, reward and groom top talent  
• Innovation, Product development  
• Culture evolve
Self Compassion is ....

**Self-kindness**
- Being warm and understanding with ourselves
- Suffering happens when expectations aren’t met, or reality falls short
- Accepting reality leads to sympathy and kindness

**Common humanity**
- Frustration leads to isolation
- To be human is to be vulnerable and imperfect
- Suffering and personal inadequacy is part of the shared human experience

**Mindfulness**
- Balanced approach to negative emotions
- Recognize the larger perspective
- Self-awareness with non-judgement

.....telling yourself “this is really difficult; how can I comfort and care for myself in this moment?”
Poll 4: As we prepare to offer more of these interactive events, what topics would be of most interest to you?

• Continued networking time with peers
• Becoming an Adaptive Leader
• Building engaging meetings
• Managing work and life
• Strategic planning and goal setting in this virtual environment
• Communication – staying connected to customers, employees
• How to deal with uncertainty
• Identifying and leverage YOUR strengths; critical steps to success
• Demystifying women’s health, overcoming taboos
THANK YOU
Questions?

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BREAKOUT
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THANK YOU!

Breakout

women's LEADERSHIP FORUM

CHPA®
CONSUMER HEALTHCARE PRODUCTS ASSOCIATION